



FBLA Social Media Campaign

Performance Rating Sheet

☐ Preliminary Round

☐ Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Design and Distribution					
Overall campaign is aesthetically appealing	0	1–7	8–14	15–20	
Campaign is consistent across all platforms	0	1–3	4–7	8–10	
Campaign shows creativity, originality, and supports theme	0	1–7	8–14	15–20	
High level of interactivity and engagement	0	1–3	4–7	8–10	
Comments:					
Content					
Product/service message is clear	0	1–5	6–10	11–15	
Theme fully and effectively developed. Solution adequately addresses assigned topic	0	1–5	6–10	11–15	
Explain the development, creative design, implementation, and distribution process		1–5	6–10	11–15	
Benefits matched to customer and prospect needs		1–5	6–10	11–15	
Copyright information note, if applicable	0	1–5	6–10	11–15	
Comments:					
Presentation/Delivery					
Graphic design, when used, shows creativity, originality, and supports	0	1–3	4–7	8–10	
Additional technologies: e.g. videos, linked social media pages used appropriately	0	1–3	4–7	8–10	
Campaign elements gain attention and have eye appeal	0	1–3	4–7	8–10	
Format is consistent and appropriate	0	1–3	4–7	8–10	
Statements are well organized and appropriate	0	1–3	4–7	8–10	
Participants demonstrate self-confidence, poise, and good voice projection	0	1–2	3–4	5	
Demonstrate the ability to effectively answer questions	0	1–3	4–7	8–10	
Comments:					
Subtotal					/200 max.
Time Penalty Deduct five (5) points for presentation over seven (7) minutes. Time:					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Final Score					/200 max.

School: _____ State: _____
 Judge's Signature: _____ Date: _____
 Judge's Comments: _____